Author Index

Akhigbe A, 15

Bacon DR, 79
Barksdale HC Jr, 237
Barnes JH, 49, 181, 191, 229
Blodgett J, 219
Boerkamp EJC, 207
Boller GW, 113

Considine JM, 199
Covin JG, 21

Doucette WR, 183

Ferrell OC, 97, 113, 155
Frazier GL, 139

Ganzach Y, 91
Garner DD, 229
Goodwin C, 167
Gould SJ, 199
Grewal D, 219

Haaijer-Ruskamp FM, 207
Hansen SW, 65
Hill RP, 167
Hult GTM, 97, 155

Johnson JD, 191
Johnson JT, 237

Kavanoor S, 219
Keillor BD, 113
Kim K, 139
Koku PS, 15
Kumar V, 1

Lippert RL, 127

Mayo M, 167
Minton AP, 37
Morrison JR, 191

Oakes LS, 199

Or PB, 91

Pereira A, 1
Porter G, 127
Powers TL, 65

Rawwas MYA, 49
Reuijl JC, 207
Roberts JA, 79
Rose RL, 37

Schultz RL, 21
Slevin DP, 21
Springer TM, 15
Suh M, 237
Summers K, 191
Swan JE, 65
Szeinbach SL, 181, 191, 229

Vitell SJ, 49

Weber Y, 91

Journal of Business Research 40, 251 (1997)

© 1997 Elsevier Science Inc. All rights reserved.

655 Avenue of the Americas, New York, NY 10010

ISSN 0148-2963/97/$17.00
PII S0148-2963(97)00169-0

ELSEVIER

Subject Index

ADVERTISING RESEARCH
Ads Promoting OTC Medications: The Effect of Ad Format and Credibility on Beliefs, Attitudes, and Purchase Intentions, 219
Message Framing and Buying Behavior: On the Difference Between Artificial and Natural Environment, 91
ALLERGY PHARMACEUTICALS
Profiling Pharmaceutical Allergy Medications by Symptoms and Their Relief: A Study of Consumer Perceptions, 199
ARTIFICIAL NEURAL SYSTEMS
Predicting Total Health Care Costs of Medicaid Recipients: An Artificial Neural Systems Approach, 191

BIOTECHNOLOGICAL PRODUCTS
Use of Pharmaceutical Manufacturers' Value-added Services to Build Customer Loyalty, 229
BOYCOTTS
The Financial Impact of Boycotts and Threats of Boycott, 15
BRAND COMPETITION
Assessing the Competitive Impact of Type, Timing, Frequency, and Magnitude of Retail Promotions, 1
BUYER COMPLAINTS
Vendor Relationships As Predictors of Organizational Buyer Complaint Response Styles, 65

CEO PAY AND PERFORMANCE
Understanding CEO Pay: A Test of Two Pay-to-Performance Sensitivity Measures with Alternative Measures of Alignment and Influence, 127
CHANNEL CONTROL
Management of Conflict Using Individual Power Sources: A Retailers' Perspective, 49
CHANNEL RELATIONSHIPS
Measurement of Distributor Commitment in Industrial Channels of Distribution, 139
COMMITMENT
Influences on Member Commitment to Group Purchasing Organizations, 183
COMPETITIVE PERFORMANCE OF BRANDS
Assessing the Competitive Impact of Type, Timing, Frequency, and Magnitude of Retail Promotions, 1
COMPLAINTS, ORGANIZATIONAL BUYER
Vendor Relationships As Predictors of Organizational Buyer Complaint Response Styles, 65
CONFLICT MANAGEMENT
Management of Conflict Using Individual Power Sources: A Retailers' Perspective, 49
CONSUMER BEHAVIOR
Ads Promoting OTC Medications: The Effect of Ad Format and Credibility on Beliefs, Attitudes, and Purchase Intentions, 219
The Effects of Environmental Concern on Environmentally Friendly Consumer Behavior: An Exploratory Study, 37
Exploring the Subtle Relationships between Environmental Concern and Ecologically Conscious Consumer Behavior, 9
Message Framing and Buying Behavior: On the Difference Between Artificial and Natural Environment, 91
Profiling Pharmaceutical Allergy Medications by Symptoms and Their Relief: A Study of Consumer Perceptions, 199
Special Issue on Challenges and Opportunities for the Pharmaceutical Industry in a Changing Health Care Environment, 181
Use of Pharmaceutical Manufacturers' Value-added Services to Build Customer Loyalty, 229

DECISION SHARING
Top Management Decision Sharing and Adherence to Plans, 21
DISTRIBUTOR COMMITMENT
Measurement of Distributor Commitment in Industrial Channels of Distribution, 139

ECOLOGICALLY CONSCIOUS CONSUMER BEHAVIOR (ECCR) SCALE
Exploring the Subtle Relationships between Environmental Concern and Ecologically Conscious Consumer Behavior, 79
ENVIRONMENTAL CONCERN
The Effects of Environmental Concern on Environmentally Friendly Consumer Behavior: An Exploratory Study, 37
Exploring the Subtle Relationships between Environmental Concern and Ecologically Conscious Consumer Behavior, 79
ENVIRONMENTAL HOSTILITY
Top Management Decision Sharing and Adherence to Plans, 21
EXECUTIVE COMPENSATION
Understanding CEO Pay: A Test of Two Pay-to-Performance

Journal of Business Research 40, 253–255 (1997)

© 1997 Elsevier Science Inc. All rights reserved.

655 Avenue of the Americas, New York, NY 10010

ISSN 0148-2963/97/$17.00
PII S0148-2963(97)00170-7

Sensitivity Measures with Alternative Measures of Alignment and Influence, 127

FEE-FOR-SERVICE
A Relationship Maintenance Model: A Comparison Between Managed Health Care and Traditional Fee-For-Service, 237
FRAMING, MESSAGE
Message Framing and Buying Behavior: On the Difference Between Artificial and Natural Environment, 91

GROUP PURCHASING ORGANIZATIONS
Influences on Member Commitment to Group Purchasing Organizations, 183

HEALTH CARE
Ads Promoting OTC Medications: The Effect of Ad Format and Credibility on Beliefs, Attitudes, and Purchase Intentions, 219
Influences on Member Commitment to Group Purchasing Organizations, 183
Pharmacist as a Drug Information Supplier in Hospitals: A View from Services Marketing, 207
Predicting Total Health Care Costs of Medicaid Recipients: An Artificial Neural Systems Approach, 191
Profiling Pharmaceutical Allergy Medications by Symptoms and Their Relief: A Study of Consumer Perceptions, 199
A Relationship Maintenance Model: A Comparison Between Managed Health Care and Traditional Fee-For-Service, 237
Special Issue on Challenges and Opportunities for the Pharmaceutical Industry in a Changing Health Care Environment, 181
Use of Pharmaceutical Manufacturers' Value-added Services to Build Customer Loyalty, 229

INFORMATION PROCESSING
A Global Learning Organization Structure and Market Information Processing, 155
INFORMATION SUPPLY SERVICES
Pharmacist as a Drug Information Supplier in Hospitals: A View from Services Marketing, 207
INTERNATIONAL MARKETING
Firm-Level Political Behavior in the Global Marketplace, 113

LEARNING
Global Organizational Learning Capacity in Purchasing: Construct and Measurement, 97
LEARNING ORGANIZATION STRUCTURE
A Global Learning Organization Structure and Market Information Processing, 155
LOSS, ACCOUNT
Salesperson Response to Loss of a Major Account: A Qualitative Analysis, 167

MANAGED CARE
A Relationship Maintenance Model: A Comparison Between Managed Health Care and Traditional Fee-For-Service, 237
Special Issue on Challenges and Opportunities for the Pharmaceutical Industry in a Changing Health Care Environment, 181
Use of Pharmaceutical Manufacturers' Value-added Services to Build Customer Loyalty, 229
MANAGEMENT DECISION SHARING
Top Management Decision Sharing and Adherence to Plans, 21
MARKET INFORMATION PROCESSING
A Global Learning Organization Structure and Market Information Processing, 155
MARKETING RESEARCH
The Effects of Environmental Concern on Environmentally Friendly Consumer Behavior: An Exploratory Study, 37
The Financial Impact of Boycotts and Threats of Boycott, 15
Firm-Level Political Behavior in the Global Marketplace, 113
Management of Conflict Using Individual Power Sources: A Retailers' Perspective, 49
Vendor Relationships As Predictors of Organizational Buyer Complaint Response Styles, 65
MEDICAID
Predicting Total Health Care Costs of Medicaid Recipients: An Artificial Neural Systems Approach, 191
MEDICATIONS
Ads Promoting OTC Medications: The Effect of Ad Format and Credibility on Beliefs, Attitudes, and Purchase Intentions, 219
Pharmacist as a Drug Information Supplier in Hospitals: A View from Services Marketing, 207
Profiling Pharmaceutical Allergy Medications by Symptoms and Their Relief: A Study of Consumer Perceptions, 199
Use of Pharmaceutical Manufacturers' Value-added Services to Build Customer Loyalty, 229
MESSAGE FRAMING
Message Framing and Buying Behavior: On the Difference Between Artificial and Natural Environment, 91

NEURAL NETWORKS
Predicting Total Health Care Costs of Medicaid Recipients: An Artificial Neural Systems Approach, 191
NEW ENVIRONMENTAL PARADIGM (NEP) SCALE
Exploring the Subtle Relationships between Environmental Concern and Ecologically Conscious Consumer Behavior, 79

ORGANIZATIONAL BUYER COMPLAINTS
Vendor Relationships As Predictors of Organizational Buyer Complaint Response Styles, 65
ORGANIZATIONAL LEARNING CAPACITY
Global Organizational Learning Capacity in Purchasing: Construct and Measurement, 97
ORGANIZATIONAL THEORY AND BEHAVIOR
Global Organizational Learning Capacity in Purchasing: Construct and Measurement, 97
Influences on Member Commitment to Group Purchasing Organizations, 183
Measurement of Distributor Commitment in Industrial Channels of Distribution, 139
Salesperson Response to Loss of a Major Account: A Qualitative Analysis, 167
Understanding CEO Pay: A Test of Two Pay-to-Performance

Sensitivity Measures with Alternative Measures of Alignment and Influence, 127
OTC MEDICATIONS
Ads Promoting OTC Medications: The Effect of Ad Format and Credibility on Beliefs, Attitudes, and Purchase Intentions, 219

PATIENT-PHYSICIAN RELATIONSHIPS
A Relationship Maintenance Model: A Comparison Between Managed Health Care and Traditional Fee-For-Service, 237
PHARMACEUTICAL ALLERGY MEDICATIONS
Profiling Pharmaceutical Allergy Medications by Symptoms and Their Relief: A Study of Consumer Perceptions, 199
PHARMACEUTICAL INDUSTRY
Special Issue on Challenges and Opportunities for the Pharmaceutical Industry in a Changing Health Care Environment, 181
PHARMACISTS
Pharmacist as a Drug Information Supplier in Hospitals: A View from Services Marketing, 207
PLAN ADHERENCE
Top Management Decision Sharing and Adherence to Plans, 21
POLITICAL BEHAVIOR
Firm-Level Political Behavior in the Global Marketplace, 113
POWER SOURCES
Management of Conflict Using Individual Power Sources: A Retailers' Perspective, 49

RELATIONSHIP LOSS
Salesperson Response to Loss of a Major Account: A Qualitative Analysis, 167
RETAIL PROMOTIONS
Assessing the Competitive Impact of Type, Timing, Frequency, and Magnitude of Retail Promotions, 1

SALES RELATIONSHIPS
Salesperson Response to Loss of a Major Account: A Qualitative Analysis, 167
STRESSORS
Salesperson Response to Loss of a Major Account: A Qualitative Analysis, 167

TARGET FIRMS
The Financial Impact of Boycotts and Threats of Boycott, 15

VALUE-ADDED SERVICES
Use of Pharmaceutical Manufacturers' Value-added Services to Build Customer Loyalty, 229